

## **Annex 5, External Affairs**

Primary Agency      Illinois Emergency Management Agency (IEMA)

Support Agencies    All other agencies having a Public Information Officer or section

### **I. Introduction**

#### **A. Purpose**

1. Establish processes and protocols for timely and effective dissemination of information to the public, government officials, media and key stakeholders.

#### **B. Scope**

1. This Annex includes the components of:
  - a) Public information and crisis communications
  - b) Legislative affairs
  - c) Intergovernmental affairs (federal and local coordination)
  - d) Community relations
  - e) Communications strategies
2. For the purposes of this annex, Public Information and Crisis communications includes, but is not limited to:
  - a) Shelter locations
  - b) Road and waterway closures
  - c) Personal safety instructions
  - d) Evacuation instructions
  - e) Locations of Disaster Recovery Centers
  - f) How to apply for federal assistance
  - g) Volunteer information
  - h) Links to relevant information from other agencies or organizations (i.e., American Red Cross, National Weather Service, public health agencies, etc.)

3. This plan does not consider routine operational activities of the state or Public Information Officer (PIO) staffs.
4. This plan does not supersede policy, enabling authority or operational delegations of authority established by the Governor or IEMA Director.

C. Policy

1. Procedures for utilization, control and use will incorporate and consider operational priorities that include, but are not limited to the protection of life, public health and safety, property protection, environmental protection, restoration of essential utilities, restoration of essential program functions and coordination as appropriate.
2. The IEMA PIO will act as primary State Emergency Operations Center (SEOC) PIO Liaison Officer (LNO). Secondary and tertiary PIOs will be assigned by SEOC Manager, as needed.
3. The SEOC will serve as the central source of information on state response and recovery activities and, as required, disseminate information to the Governor, General Assembly, Congress, the public, private sector, non-governmental, volunteer organizations and the media through SEOC PIO LNO and IEMA Legislative Liaison, when appropriate.
4. PIOs from other state agencies will coordinate and provide information on crisis communications, public information releases and notifications, legislative inquiries and event specific regulatory provisions to the SEOC PIO LNO.
5. Release of external affairs information generated through the SEOC in response to an incident or pre-planned event will be authorized by the IEMA Director, or designee(s).
6. The SEOC PIO LNO will acquire up-to-date contact lists of all media serving Illinois citizens, other state agency PIOs, Governor's Press Office contacts, local emergency management agency PIOs, PIOs from adjacent states and PIOs for pertinent federal agencies, legislative and congressional offices through appropriate channels.

D. Situation Overview

1. Events have occurred requiring timely, accurate information for impacted populations.
2. Processes for effective collection, control, and dissemination of emergency public information are established to minimize confusion, misinformation, and rumors throughout short, intermediate and long-term recovery.

3. State resources are required for the development, coordination and dissemination of crisis communications and public information.
4. Rumors will propagate requiring official verification and corrective actions.
5. Joint Information Center(s) will be established.
6. Individual agencies will coordinate with relevant stakeholders.
7. Multiple methods of disseminating crisis communications and public information will be required.

## II. Concept of Operations

### A. General

1. Public information and crisis communications support is provided by resources of IEMA and other state agencies and external organizations.
2. IEMA will coordinate public information and crisis communications with state agencies and external organizations activated through the State Emergency Operations Center (SEOC) during response and recovery operations or any SEOC pre-planned event.
3. The SEOC PIO position will be filled by the SEOC Manager in all activations to implement a definitive "one voice" approach.
4. Press releases, media advisories and other press materials are distributed through, or coordinated with, the Governor's Press Office.
5. Social media is monitored by the SEOC PIO during emergencies for situational awareness and rumor control.
6. Coordination and release of information to the public and the media will utilize a Joint Information System.
7. Public information includes processes, procedures and systems for communicating information on an incident with respect to cause, size and current situation, as well as matters of general interest.
  - a) Various methods of disseminating crisis information and public information will be utilized to reach individuals with disabilities and others with access and functional needs.
  - b) Emergency instructions during an incident will be provided to the Unified Area Command (UAC) staff, which includes responders assigned to the UAC, through the use of safety messages and Incident Action Plans (IAPs). Emergency instructions which may impact a broader audience, to include mission-critical workers from other state agencies, will be

disseminated through the established channels within CMS Illinois Office of Communication and Information (IOCI) or through the SEOC liaisons.

8. Legislative Affairs addresses questions and concerns of constituents relayed by the congressional and legislative district offices of the United States Congress or the Illinois General Assembly members or their respective staff.
9. Intergovernmental Affairs is direct communication and outreach between elected officials at the federal, state, county and local levels.
10. Community Relations is coordination and support to the Federal Emergency Management Agency (FEMA) in providing vital information to those affected by disaster through interaction with local officials, community groups or individual community members.
11. Communication strategies include methods in which information will be conveyed to the whole community.
  - a) Delivery mechanisms and content messaging will be coordinated as appropriate in order to reach various population sectors, including those with access and functional needs, through:
    - 1) Media advisories
    - 2) Press releases
    - 3) Prepared material (i.e., flyers, fact sheets, brochures, etc.)
    - 4) Public Service Announcements
    - 5) Briefing packages for media briefings
    - 6) Translated material
    - 7) Social media (Facebook, YouTube, Twitter, etc.)
    - 8) Emergency Management Websites (i.e., [www.Ready.Illinois.gov](http://www.Ready.Illinois.gov))

B. Notification, Alert and Warning

1. SEOC notification, alert and warning of SEOC liaisons will be handled in accordance with IEOP Annex 3, Communications, Appendix 1, Notification, Alert and Warning.
2. Primary and support agencies are responsible for internal and support partner notification.

C. Activation

1. SEOC Manager will determine the SEOC activation level in order to appropriately staff the SEOC for operations.

D. Communications

1. Communications throughout response and recovery will be conducted in accordance with standard operating procedures and managed using established procedures, processes and policies outlined in IEOP Annex 3, Communications.
2. Communications will be conducted in a National Incident Management System compliant manner utilizing clear-text and frequencies coordinated with the SEOC.

E. Resource Management and Logistics

1. Resource management and logistics will be carried out in accordance with IEOP Annex 9, Resource Management and Logistics.

F. Reporting Requirements

1. N/A

G. Implementation Requirements

1. N/A

H. Organization

1. Direction and Control
  - a) State agencies and external organizations retain operational control of resources.
  - b) The governor, or designee, has the authority to exercise overall coordination of resources belonging to the state.
  - c) For the purposes of unity of command, coordination and management of the SEOC, the SEOC manager will transfer command to the state disaster recovery coordinator at cessation of short-term recovery and continuation of intermediate and long-term recovery efforts.
  - d) The SEOC PIO LNO reports to the Governor's Office, IEMA Director and SEOC Manager, as required.

- e) The IEMA Legislative Liaison will coordinate communications with members of the United States Congress, the Illinois General Assembly and their staffs.

2. Coordinating Elements

- f) The JIC is a central location where public information personnel from activated agencies perform critical emergency information, crisis communication and public affairs functions.
- g) A JIC may be activated for a variety of reasons, depending on the event. These may include:
  - 1) Activation of the SEOC;
  - 2) An Emergency Management Assistance Compact (EMAC) request to the state of Illinois or by the state of Illinois;
  - 3) Impact of the incident;
  - 4) Pre-planned event;
  - 5) Potential level of media attention; or
  - 6) Duration of the incident, response and recovery
- h) Based on the scope and magnitude of an event, additional PIOs may be activated from:
  - 1) State agency PIOs.
  - 2) Illinois National Guard (ILNG) Public Affairs Officers (PAOs) to help support PIO operations.
- i) If in-state PIO resources are depleted, additional PIO assistance can be requested from other states through the Emergency Management Assistance Compact (EMAC).
- a) Coordination between private sector organizations and state damage assessment organizations will be maintained through the SEOC and Business Emergency Operations Center (BEOC).

3. Federal Coordination

- a) Under a Presidential Declaration, External Affairs functions may be coordinated with Federal counterparts in a JIC or Joint Field Office (JFO).
- b) Inquiries received by the state PIO staffs from the federal level will be coordinated with the FEMA External Affairs staff.

III. Roles and Responsibilities

A. Illinois Emergency Management Agency (IEMA)

- 1. Serve as the primary agency for state external affairs.
- 2. Utilize the JIS.
- 3. Coordinate activation and management of a JIC at one or more locations.
- 4. Coordinate development of public information in accessible formats.
- 5. Coordinate posting of external affairs information on various media in coordination with other state agencies, local officials and key stakeholders.
- 6. Develop and disseminate crisis communications and public information utilizing a variety of methods in accessible formats to local, state and federal response staff, public, media, volunteer, private sector and non-governmental organizations.
- 7. Coordinate media monitoring in order to ensure accurate and timely information is being disseminated.
- 8. Coordinate with CMS Illinois Office of Communication and Information (IOCI) to provide live and recorded video coverage of on-going events.
- 9. Coordinate integration of federal external affairs support.
- 10. Develop and disseminate information for legislative and congressional members and their staff in coordination with the IEMA Legislative Liaison.
- 11. Assist in the coordination of site visits for government officials and dignitaries.

B. Illinois Department of Central Management Services (CMS)

1. Coordinate with the Governor's Office to post news releases relating to the safety and security of the public.
2. Provide video and satellite services including live and taped video coverage of on-going events.
3. Distribute news releases and video coverage of events approved by the SEOC or Governor's Office.
4. Provide radio services for development of public service announcements (PSAs).
5. Assist in the distribution of news releases through the Editorial Services unit of Illinois Information Services to news media.

C. Other agencies

1. Provide public information, resource support as requested by the SEOC Manager or SEOC PIO LNO.

IV. Authorities and References

A. Authorities

1. Illinois Emergency Management Agency Act (30 ILCS 3305/)
2. IEMA Communications Center SOPs

B. References

1. Crisis Communications, Public Information and Public Education Plan (CCPIPE), as amended
2. National Response Framework (NRF), as amended
3. National Incident Management System (NIMS), as amended
4. Comprehensive Preparedness Guide (CPG) 301: Interim Emergency Management Training Guide For Special Needs Populations, (Version 1.0; August 15, 2008; CPG 301 – Federal Emergency Management Agency)
5. State Agency websites
6. Ready Illinois website: [www.ready.illinois.gov](http://www.ready.illinois.gov)